

~~CONFIDENTIAL~~**Prospectus: INTELLIGENCE CONSUMER SURVEY 1988**

Background: In 1981, the Intelligence Producers Council (IPC) sponsored a survey of 154 senior officials of the Carter administration to determine how policymakers value and use intelligence. Of these, 133 returned the questionnaire and completed the essay responses, and 36 received follow-up visits from members of the Consumer Survey Working Group. At the request of the National Intelligence Council, the IPC has been asked to conduct a similar survey of senior members of the Reagan administration. This survey is being planned for mid-to-late 1988. []

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Purpose: Focus on the consumers: their needs, expectations, and preferences with regard to intelligence support.

- What kind of intelligence support did consumers find most useful?
- What would individual consumers like to have had more of?
- What do consumers prefer as to art form, length of product, timing, etc.?

Working Group:

- IPC Staff member as project chairman.
- Political survey expert from CIA.
- Psychologist/psychiatrist from CIA.
- Working representatives from the other IPC member organizations: State, DIA, and NSA. []

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Tasks:

1. Reach consensus on purpose.
2. Determine who should be surveyed (number and level).
3. Design questionnaire; lay plans for follow-up interviews.
4. Conduct the survey
5. Interpret the data; write the report
6. Publish the results. []

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Timetable:	December 1987	Committee members identified.
	January 1988	Tasks 1 & 2 accomplished.
	March 1988	Task 3 accomplished.
	April-September 1988	Carry out Task 4.
	October-November 1988	Carry out Task 5.
	December 1988	Complete Task 6. []

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